

16<sup>th</sup> International Conference on Walking and  
Liveable Communities WALK21, Vienna 2015

*Pre-conference Workshop*

***Measuring Walking (part VII): Travel survey standard & its benefits  
Towards internationally standardised monitoring methods of walking and public space***

Tuesday, 20 October 2015, 9.00 - 12.00 am, Vienna City Hall, Room tba

*Objective*

Building on the long tradition of Walk21 conferences, this years 7<sup>th</sup> edition of the pre-conference workshop on Measuring Walking focuses on travel surveys. They play a critical role to measure project outcomes, tracking performance or benchmarking and the data provides key references for the amount of walking done. At the same time, walking presents particular challenges for accurate measurement.

The workshop team, supported by other experts worldwide, have been working on the proposal for a “standard for treatment of walking in travel surveys” for several years. At the Walk21 in Sydney, key issues around the proposal were presented and debated. During the summer 2015 the revised proposal was circulated among experts throughout the world. This is part of the long-term effort to establish international standards for the collection, analysis and dissemination of qualitative and quantitative techniques for measuring walking initiated at Walk21 in Toronto 2007.

At the pre-conference workshop of Walk21 in Vienna we will ...

- present the final outcome of the standard and demonstrate what its benefits are for a better understanding of transport modes, in particular of walking and its links to other modes.
- show interesting results about how data changes perceptions and outcomes and demonstrate what works and what doesn't.
- debate how the standard can be incorporated into existing travel surveys and how it can get adopted in different countries and cities worldwide. Furthermore, “early adopter” commitments are sought.

Everyone is welcome to the workshop. To participate at the workshop you need first to register for the Walk21 conference here: <http://walk21vienna.com/registration/>. You can pick up your conference ticket at Vienna City Hall (registration desk) from Monday morning onwards. To register for this workshop, please send an email to [program@walk21vienna.com](mailto:program@walk21vienna.com), since the size of the workshop room is limited.

*Workshop jointly organised by the Measuring Walking team:*

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*Draft programme*

**9:00 Welcome and introduction, objectives of the day**

- Welcome and round of introduction
- History, context and goals of the workshop series Daniel Sauter
- Update on latest developments – Sydney and beyond

**9:20 Standard for treatment of walking in travel surveys**

- Presentation of final international standard Miles Tight, Tim Pharoah, Ryan Martinson,  
Martin Wedderburn, Daniel Sauter

**9:50 Demonstration what travel surveys can achieve**

Interesting results showing how data changes perceptions and outcomes; demonstration of what does and what doesn't work

- Vienna Walking. Quantifying the importance of walking Werner Broeg, Socialdata, Munich (Germany)
- Walking in Vienna: Results of the latest travel surveys Gregor Stratil-Sauer, City of Vienna (Austria)
- Experiences from the audience, debate All

**11:10 How to implement the international standard?**

- Debate how the standard can be incorporated into existing travel surveys
- Debate how to get the standard adopted in different countries and cities worldwide All
- Seek "early adopter" commitments at the conference

**11.45 Conclusions of the day**

Daniel Sauter

**12:00 End of pre-conference workshop**

Coffee break in between